

**SYSTEM, METHOD AND COMPUTER PROGRAM PRODUCT FOR DATA-  
SPECIFIC ADVERTISING IN A SUPPLY CHAIN MANAGEMENT  
FRAMEWORK**

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**ABSTRACT**

10 A system, method and computer program product are disclosed for advertising in a  
network-based supply chain management framework. Data from a plurality of stores of a  
supply chain is received utilizing a network. A supply chain participant is allowed to  
access the data utilizing a network-based interface. The data being accessed by the  
supply chain participant is analyzed so that advertising may be presented to the supply  
chain participant in accordance with the analysis.